Rethink your Library: Transformation of Building and Services
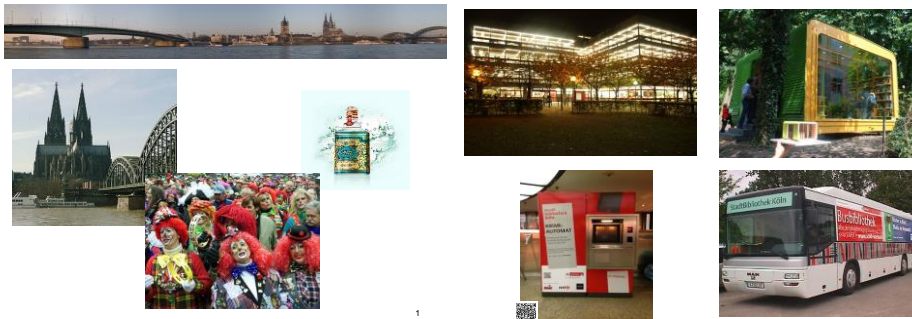
Best Practice of Cologne Public Library

The Libray System

Cologne Library is a thriving system of 1 central library, 11 branches, a mobile library and a library for the blind, it hosts the *Heinrich-Böll-Archive* with the last *study* (completely furnished) of this Nobel Prize Winner, and the so-called *Germania Judaica*, a library with 80.000 media about Jews in Germany.

Our youngest "baby" is the Minibib – the library in the park, which opened last year. It is fully sponsored by our Friends of the Library and is operated by volunteers. The stock consists of donations not older than two years and is selected by library staff according to quality standards. It is a low-threshold service – visitors don't need a library card and we just ask them to bring the media back. Believe me or not, but this works. About 70 % of the media return to the minibib, mostly because people like the idea of it. It is really a success model.

General Renovation is starting 2016

Presentation of the building and renovations in recent years during operation

Following renovations have been made:

- Asbestos abatement of all fire dampers

- Partial renovation of two floors: learning world and Heinrich Böll Archive and exhibition area

- New design children's library

- Ground floor refurbishment and project Q Thek in the EC

- Renovation of the volume controller of air conditioner and installation of a new control

- Introduction of RFID: Conversion of the ground floor

- Redesign music library

Presentation of the building:

Architecture: Built late 70s, designed by the architects Klaus Encke and Hans-Georg Schmitz. "The building consists of four basements and 8 floors above ground. Its size (about 54,800 cubic meters of enclosed space, 14,500 m² total) and design constraints led by existing underground components to a multilateral building mass and a division into 5 cubes. "(Encke / Schmitz 1980:89)
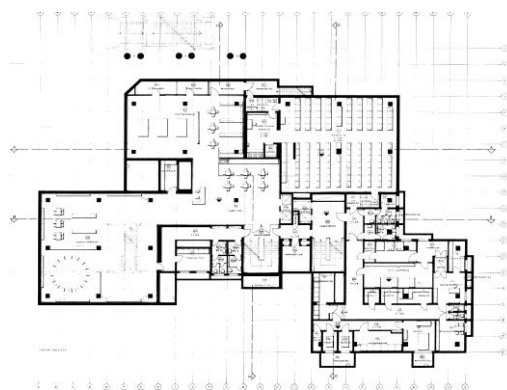
The aim of the architecture is not to be a book magazine, but a showcase: The facade opens showcase similar, so that many of the internal activities are shown like on a display and invite you to come in.

The outside materials and colors (Stacked concrete, glass and ruby red facade) are repeated inside on critical components, but the concrete steps down in favor of a warmer interior design of wood construction materials and textiles.

"Inside, the design uses a grid. E.g. The light bands of the ceiling are within the optimum shelf spacing."

Multifuntional floor plans were on focus. So there are less individual rooms in favor of function spaces. Required space separations are made with lightweight, demountable walls, so that future changes of use will be possible without interfering with the static.

This basic idea works till nowadays, because the building is flexible and multiusable - always amazing to me - it works wonderfully, we have an average of 2,800 visitors per day. I recently led a group that probably was wondering how I could praise such an ugly building as to the skies and you may be wondering as well, but the planned and preserved function, the functioning makes me enthusiastic.

The entire technical infrastructure, AC, power and data cable are in or on the ceiling, that later some photos.

Stock:
About ME 300,000 (580,000 total), which is almost 54% of the total stock,

Use: just over 3 million

IFLA Trend-Report 2013

- TREND 1 New Technologies will both expand and limit who has access to information.
- TREND 2 Online Education will democratise and disrupt global learning.
- TREND 3 The boundaries of privacy and data protection will be redefined.
- TREND 4 Hyper-connected societies will listen to and empower new voices and groups.
- TREND 5 The global information environment will be transformed by new technologies.

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What is the impact on Public Libraries?

Change
… to working with people rather than working with books

… from a supplier of products and services to a facilitator to help people to develop own products

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Four roles…

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The four roles of the PL

- **GATEKEEPER**
  Trust – stands for reliable information and selection

- **CURATOR**
  Inspiration – the library helps people things to discover

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- **GUIDE**
  Orientation – stands for learning how to fish in the ocean of information

- **PARTICIPANT**
  Participation – Library is full participant in Web 2.0 equal to other Web 2.0 users

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Samples

The weakness of the physical PL

- Well known, but old fashioned image (esp. with non-users)

- For most people library equals with books (reduced role)

  REBRANDING
  is the challenge for the future!

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Future-oriented libraries have to…

- reach people on a more emotional level and create an atmosphere of well-being

- emphasize customer experience orientation and interactivity

- appeal to the whole person, to all the senses – sound, fragrance, haptics, light

- provide learning opportunities to meet all sorts of requirements – learning on one's own, accompanied learning and collaborative learning

- *reinterpret classic library furniture*

- visualize digital library services

- children's spaces

- specialized functions

- community functions

- a place where people can do things

- heritage, local or family history

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THE LIBRARY AS A PUBLIC SPACE

First impression

The Library as a Public Space

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What is the first impression?

„The image of a person [or a place], which is formed in a short period of time when one meets s.o. [sees a place] for the first time"(Brockhaus Psychologie)

According to psychological studies the first impression of a person is based upon

- outward appearance and body language (55%)

- voice (38%)

- content of what the person is saying (7%)

Our first impression is decisively formed by **selective perception.** That means: As we perceive only part of what is going on around us, we involuntarily form areas of judgement, derived from those signals and stimuli which we perceive as being the strongest, most impressive and most

intense. When these images combine to create the first impression, this impression unnoticeably defines **a system of judgement**, according to which we judge all further information and any signals – basically, any additional perception mainly serves to confirm the judgement made before.

Often the first impression has an influence on how the encounter develops. (....). Often the first impression is characterized by prejudice or bias. Psychological research has shown that the first impression – in the sense of a self-fulfilling prophecy – can influence any further perception. If you regard someone as unpleasant or unattractive, you usually behave in such a way that no relationship develops; thus, you can go on regarding this person as unpleasant."

The same applies to places, which means:

Whoever considers a place to be unattractive will behave in such a way that there will be no encounter; thus, he or she can go on regarding this place as unpleasant.

Psychological phenomena

There is psychological research literature which deals with the phenomenon of the **primacy effect**: this means that information received at an early stage has a stronger influence than information received later on. This primacy effect lies behind the idea of the first impression. (Städtler: Lexikon der Psychologie, 2003, 218)

Thus, the influence of the first impression on our judgement may be greater than the influence of what we currently perceive. This bias does not only refer to similar aspects (e.g. the media available in different areas of the collection), but is also transferred to other areas (e.g. from the media on offer to the event management).

The more positive something is perceived to be with regard to one feature, the more likely it is that we perceive it to be positive with regard to other aspects as well. This phenomenon is called **halo effect**.

The overall impression which a person or a thing makes on others is dominated by a single positive feature (for example attractiveness, pleasant looks).

The halo effect has its roots in our wish to get an overall impression – we have a similar wish when we look at a work of art, which we judge on the basis of the picture as a whole rather than on the basis of each stroke of the brush. If people are told to judge individual aspects, they do not do so independently of the overall impression, but this information is unconsciously drawn upon again and again. This can lead to misjudgements, especially if the aspects are not connected, as in the library example given above (media on offer and event management).

First steps are done!
How it looked before…

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5 Examples

Basement
Children's Department

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How it looked before…

Funded by the federal government the children's library could be redesigned in 2011

The wooden walls were replaced, the carpet was replaced by natural rubber, we got children's toilets, a new ceiling and brighter lighting. Finally, we could also create more working spaces, gaming spaces and playing zones.

This conversion also took place during operation and there were restrictions for our users on a large scale: part of the stock was outsourced to our branches , the information went with a basic stock on our fourth floor – so there were many compaints, because the house has only two publicly accessible elevators.

The librarians learned two things: Not every customer can be satisfied during construction work. Some of our customers till were expecting the full program, which we were unable to provide.

5 Examples

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Computer games are an important part of young people's lives. That's why libraries get involved, too. After all, 70% of the patrons of the municipal library are under 40. The games which the library offers provide a mix of learning and entertainment – high quality is our top priority. Media education is part of our work – once a week we offer a game testing group where kids can test games and they have to write their own review of the game in a blog – so other kids can read it

During a gaming roadshow supported by the US embassy our patrons and also the library team could try out the most recent games and were obviously having fun.

Ground Floor
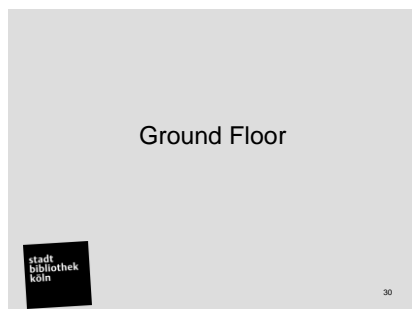
The stock was equipped with RFID tags completely after three months. We got new floors, selfservice machines and a 24/7 book return. The project plan included more than 300 points, which were gradually processed.

This reconstruction has been one of the toughest and most successful: We moved the main entrance to the side entrance and had no elevator access during the reconstruction phase. The main entrance was transferred to the staff entrance - via a 1.10 m wide door. Staff and clients were badly strained. The checkout had to be transferred to the fourth floor due to technical reasons.

The conversion we did on ourselves and engaged an architectural company for construction management and worked with an interior designer as well.

Entrance

Radio **F**requency **Id**entification

Checking out items is simple and easy. Due to RFID technology customers are able to check out and check in items themselves. Returning items will be possible on a 24/7 basis. Thus, the team has more time for customer service and giving advice.
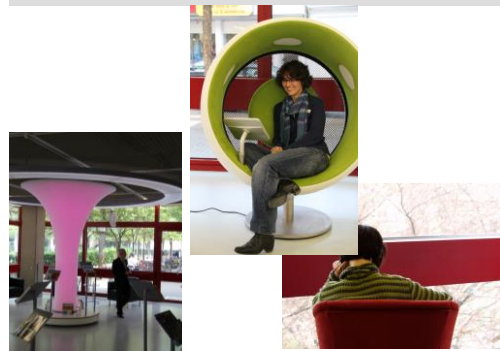
Corporate Design – House Colours…

People want to have a café!

How it looked before…

A library is more than books…

Your home away from home – that's what people also expect of a library. The learning lounge (Q-Thek) opened in 2011 is such a place. Here you can relax, listen to music and find out new things while having a cup of coffee.

The concept for the redesign was developed as part of the NRW project "learning center library" in 2010: Libraries are learning place - what means that? How can libraries be changed with regard to digitization, less physical media and changing tasks? Other project priorities were: staff training (web 2.0), online-offers, such as LibraryThing.

In the center is the light object to make people curious about the library, it is perfect during events, the colors are changing and it is a real eye-catcher For information, a large touch screen is available, for pleasure we have comfortable chairs, magazines and coffee and tea vending machines.   **4 Examples**

Our events:

1. A gadget evening (where everybody brings in their own favorite gadgets from home and discusses them with other guests),

2. a web 2.0 reading (where people with some fame on Twitter come and read their longer texts),

3. a Girl Geek Dinner (an evening mostly for female nerds to get together, do some networking and listen to female lecturers on stage),

4. a mobile game development conference and a reading/discussion by two internet activists.

5. We wrapped it up this year with a Science Slam (young scientists get on stage and have exactly ten minutes to present their findings while the audience rates them for being good performers and charming personalities).

Most of our events so far were cooperations with existing formats. On some we could leave our mark with new ideas. Next year I hope to have at least two events that I build up from scratch.

Networking for nerds -

geeks@cologne is a program with events dealing with technology and webculture.

This are meetings for games developpers, demonstrations of new apps and gadgets and discussions about net security. The main goal is communication

3 Examples

Culture on Display

Exhibitions & High-profile Series of Events

2nd Floor
World of Literature

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Per floor, there were about 600 m². This reconstruction did not bother the users so much, because this areas were separated with dust-. In one of the sections moved the Heinrich Böll Archive, which then became part of our library. This measure has taught us patience – it took us 3 years to be competed, several companies went bancrupt.

Here we were surprised by the young people – they occupied our coworking-spaces long before they were furnished. There is really a need for that!

3rd Floor
World of Learning

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The World of Learning

Combination of media and classes

Mobile walls – multipurpose use

Music, media, makerspace – the new services of the City Library of Cologne

Long gone are the times when libraries were seen as institutions where, above all, an awesome silence had to be observed and when they could be used for no other purpose than for borrowing books. The City Library of Cologne has even gone one step further. The top floor of the central library has been reopened recently under the slogan ‚music, media, makerspace'. At first, the idea was to redesign our music department, which was starting to show its age. However, the new concept goes far beyond a ‚classic' music library. In addition to the usual services the makerspace was created, a space which invites people to be active. The motto for the Cologne makerspace is *discovering, learning, being creative*. On the fourth floor of the Central Library, the newly designed ‚media department', the City Library of Cologne provides access to new technological developments for everybody. It's not just about using books and media, but doing something oneself or producing content oneself. The users are the makers and facilitators, and often it's young people who train adults. The newly designed floor consists of 3 zones:

- Film & social media with makerspace

- Listening and chilling

- Music, dance and classical music

In addition, there are adjoining rooms which are designated as studios or makerspaces[1] and a music studio. The 4th floor provides space for people to

- look and listen

- make music and record it

- explore and discover things

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[1] : A makerspace is a place or a space where people come together in order to create things or to share knowledge. In this context, the library provides the tools and resources - a bit like in a laboratory or a workshop. The courses are mainly held by partners; alternatively, people can use the equipment on their own.

- learn and try things out

- relax and chill

The building measures were funded by the City of Cologne; in addition, sponsors could be found for the new services (gaining sponsorship was relatively easy). As a result, music can be listened to and even felt by customers sitting in the Sonic Chair produced by the company 'designatics' from Cologne; the vibrations are transmitted into the chair. The electronic posters called digital signage by the Cologne-based company 'dimedis' offer online content via the internet. But of course attention is also attracted by the 3D printer and the 'Vinyl Bar', where interested customers can digitize their records. For months, the 3D printer has been met with overwhelming response by the citizens of Cologne and the local, regional and national media (including ARD and ZDF).

The concept of the makerspace

Planning makerspaces / FabLabs (Fabrication Laboratories) is a worldwide movement in the context of open hardware and collaborative working. It takes the digital revolution to a new level. It is often asked: Why is something like that to be found in a library? Actually, libraries are the ideal institutions to provide spaces for such activities and to coordinate them. After all, their mission includes:

- information and education as key tasks

- open access for everybody

- open knowledge transfer

- encouraging individual citizens to take over responsibility

- providing infrastructure (rooms, hardware)

- networking – providing contacts, courses

- communication, entertainment and giving people the opportunity to enjoy doing things themselves

Through the makerspace, the City Library of Cologne conveys know-how outside the regular education system thereby making its contribution to providing equal opportunities.

5 Examples

CONCLUSION

• Patience,

• strong nerves and highly motivated employees who know why the changes

• take place and are involved in processes,

• information for all in-house professionals and the clients,

• regular meetings and a flexible project management plan

• self-management.

are good starting points for renovations during operation.

Outlook:

If the Council of the City of Cologne agrees we will start the refurbishment of the Central Library in 2015 or 16.

ANLAGE

Equipment

The makerspace which has been created here includes:

• iPad stations mounted on lounge stands (enabling customers to use music apps) as well as mobile iPads

• music and film apps, e.g. GarageBand, Band of the day, Film- und Songquiz, MyRhythm, Discovr Music, Discovr Movie, Wimp, Blastr, YouTube, Loc Scout, Piano MelodyPro, iMaschine...

• PC and laptop with composition, ear training and recording software: Forte 4, Magix Samplitude Music Studio MX, Earmaster professional 5, Klemm Guitar Pro 6 XL, Makemusic! Finale Songwriter 2010 Minikeys, Sibelius 7 First, launchpad with Ableton Live 8 Launchpad, AudioScore Lite 7

• studio providing working space for individual users and equipped with (USB-)sockets

• electric piano

• Fender-Stratocaster electric guitar with amplifier

• electro-acoustic guitar

• Zoom G5 for sound effects when playing the guitar

• Behringer Xenyx 2222USB-Mixer

• Set-Shure-SM58 Microphone for recording singing and podcasts

• digital signage system which can provide up-to-date information from the web

• 3D printer MakerBot Replicator 2

• DIN A 3 scanner

• Wireless Stream Box Apple TV

• Flatscreen

• DVD collection

• literature on the history of film, film analysis, film production, biographies

• film music on CD and • listening stations for CDs

• Sonic Chair with iPad

• CD collection: rock, pop, electronic music, jazz, classical music, world music

• concerts, operas and dancing performances on DVD

- literature on music – classical music, rock, pop, jazz, history of music, music teaching, musicians, composers – and on dance, theatre...

- printed music, songbooks and scores

- Vinyl Bar with record players where records can be digitized

- music room with a Grotrian-Steinweg grand piano

- noticeboard which can be used by anybody looking for other people to make music with

- studio monitors Fame 5050 AM (loudspeakers)

- W-LAN

In addition, there are 10 PC-workstations with access to the internet and a whiteboard.

That is the basic equipment for activities in the area of music at the launch of the makerspace. It was a deliberate decision to choose a concept which is open to change, because we are aiming at a continual development along the lines of the clearly defined profile; that involves entering into a dialogue with users and relevant interest groups. The focus is on networking, providing information and further training for the people of Cologne. The library acts as a coordinator and provides the facilities (technical equipment and rooms). It cooperates with partners and gives citizens the opportunity to get involved. Even at that early stage we notice that people are interested in sharing their knowledge with others; right from the beginning, people have been interested in offering courses. There are also cross-generational programmes based on a cooperation with pupils from the nearby Kaiserin-Augusta-Schule. At this school, some pupils have chosen a one-year course on music production involving projects and now they offer workshops in the library. The head of the school is very much in favour of the idea that the pupils can present their knowledge in the public and is convinced that this will increase the motivation of the pupils considerably. It is planned to extend the range of activities in the area of music; as for the area of film, design and digital imaging we will soon enter into the stage of brainstorming and experimenting.

Programs
At the start of the makerspace, the following courses are being planned:

- An introduction to 3D modelling with Sketchup or Blender

- Song writing and music production with the iPad

- Making music with the iPad – iPad-Band

- Making music with Garage Band

- Producing podcasts

- Digitizing records at the Vinyl Bar

- Using digital programmes for keyboard and electric guitar

- Producing music by using the launchpad and the music software Ableton Live

- Music studio: recording and editing music – with an introductory video anybody can watch

- Scanning photos and digitizing them on a professional Din A3 photo scanner. It can be used via PC in connection with Adobe Photoshop Elements

- An introduction to available music production software and the use of music production apps

- Participatory music production with mobile devices, apps, cloud and wikis (song writing etc.)

- Crypto-Party: people bring along their laptops and exchange tips on data protection and data security on the internet.

There are other innovations to come – the library has already plans for the future. Starting in autumn, it will offer a ‚digital workshop for beginners' providing introductory information on various topics such as ‚games as a collaborative learning tool' as well as e-shopping and mind mapping.